

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Perfect results every time . . .

whichever  
you choose

it's one national  
brand . . .

mixed to five  
local tastes

*(each favored  
in its market)*



Where there's  
a Storz Station . . .  
there's audience for  
our marketing "mix"

The  
STORZ  
Stations  
today's Radio  
for today's selling

*Todd Storz, President  
Hime City, Omaha*

WDGY, WHB, KOMA, WQAM  
represented by John Blair & Co.  
WTIX represented by Adam Young Inc.

## SPOT TV HITS RECORD \$156 MILLION

Up 25% over 1st  
quarter of '58, beats all  
competition with best  
3 months in history

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## Fm radio: status report on a new boom

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## Case history of a \$15,775 tv special

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## What tv tape has proved in its first year

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